

priority weighting  
 of time to expiry  
 priority weighting  
 of population size

50%

50%

name	time to expiry (in hrs)	priority from duration	size of initial campaign	consumed campaign	pending campaign	size of targeted segment	priority from targeted segment	priority value	gender assigned multiplier	location assigned multiplier	occupation assigned multiplier
brand 9	11	3	7.500	500	7.000	1.000	2	2.774	1,2	1,4	1,3
brand 1	35	9	15.000	5.000	10.000	2.000	4	1.474	1,5	1,4	1,3
brand 2	45	12	11.000	500	10.500	3.000	6	1.145	1,4	1,5	1,3
brand 5	20	5	4.000	2.000	2.000	4.000	8	291	1,3	1,4	1,5
brand 6	25	7	7.000	4.000	3.000	10.000	21	216	1,4	1,3	1,2
brand 10	33	9	2.700	1.300	1.400	3.500	7	173	1,4	1,2	1,5
brand 7	30	8	8.000	5.000	3.000	15.000	32	152	1,2	1,3	1,4
brand 3	55	15	2.000	1.500	500	2.000	4	53	1,2	1,5	1,4
brand 8	55	15	4.500	4.000	500	5.000	11	40	1,5	1,3	1,2
brand 4	65	17	1.500	1.450	50	2.000	4	5	1,3	1,2	1,5
			374			47.500					

